

Small and medium businesses informatization management: Main trends of development in Russia

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Abstract

© 2014, Mediterranean Journal of Social Sciences. All right reserved. The system architecture of a small business must also provide financial management, personnel, procurement, manufacturing, sales, etc. Due to the fact that in small and medium-sized businesses there are combined functions of ownership and management, information management system must provide accurate and up-to-date information about finance and manufacturing resources. We have reviewed the structure of the Russian market of software products for small and mediumsized businesses and explained the leading position of some companies. We conducted a survey of CEOs of SME and employees of the companies ERP systems vendors, who showed quite a symmetric assessment of development informatization of SME.

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Keywords

1C Company, Accounting statements, Branch specialization, Computer literacy, CRM, Efficient implementation of the technology, Implementation of sectoral programs, Product-Centric Midmarket Companies, SAP ERP, SME